



# 2014

South Dakota Public Libraries  
**DATA DIGEST**



Alexander Mitchell Library, Aberdeen

# reflecting

We've been saying it for years: things are changing rapidly in the world of public libraries. Now a new report from the Aspen Institute (© 2014) confirms what librarians have observed at the local level: Things must change and change fast! "Rising to the Challenge: Re-Envisioning Public Libraries," calls for public leaders to take a fresh look at the economic and social impact public libraries can have on their community's growth and well-being. No longer can we afford to have a building with a "bunch of books," with a singular focus on preschool storytime or summer reading. The federal government has labeled public libraries "anchor institutions" along with other essential and enduring services needed to keep a community healthy and thriving. They are anchor

institutions along with health facilities, schools, police/fire and churches. Public libraries are essential to success and progress in the digital age.

The process of re-envisioning public libraries to maximize their local impact reflects enduring principles that have always been at the center of a public library's mission—equity, access, opportunity and broad-based participation. However, public libraries need to be in the center of conversations "promoting economies of scale and broadening the library's resource reach while preserving its local presence." In the 21st century they are fundamentally about people, place and platform assets. The report goes on to state, amid societal and technological changes, "there are divides in wealth, digital inclusion and participa-

tion that threaten to widen if we as a nation do not commit to new thinking and aggressive action to provide... opportunities for all."

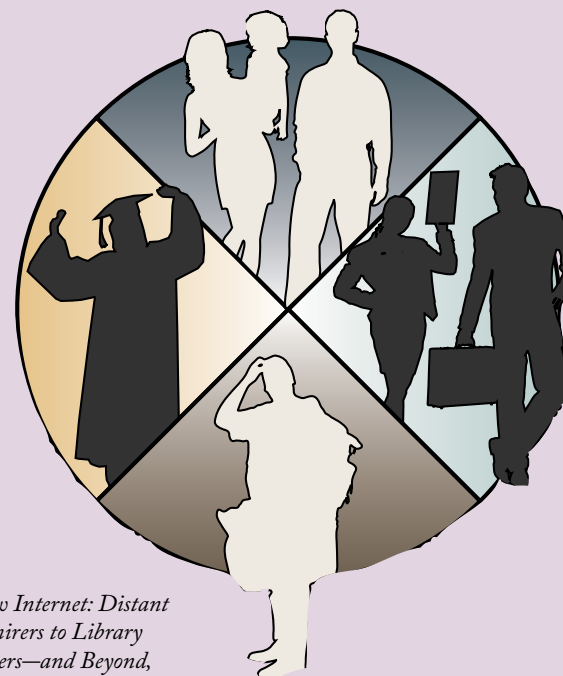
Challenges that face South Dakota communities are "identifying reliable sources of revenue for daily operations as well as long-term planning and investment, exploring alternative governance structures... that maximizing efficient and sustainable library operations and customer service, and measuring outcomes rather than counting activities..."

Key steps in building community leaders to support the public library include improving conversations with local leadership, strengthening intersections with diverse groups and reaching and engaging young-professional organizations, demonstrating the collective impact of partners working together.

The Aspen Institute findings are an important report for every state and local leader to read. It is available online at <http://as.pn/libraries>. Forty public libraries recently accepted a free copy of this book and are engaging their boards in a broad conversation with local leaders. We challenge you to join that local conversation to re-envision your local public library's mission and strengthen its outreach.

If you have questions or comments about our 2014 Data Digest, don't hesitate to contact me.

Daria Bossman  
State Librarian



\*Pew Internet: Distant Admirers to Library Lovers—and Beyond, 2014.

People look to libraries during  
**key life moments**

having a child  
being a student  
looking for jobs  
making informed decisions

401,783 patrons  
checked out  
7 million items...

**...that's  
more than  
17 items  
per person.**



# on our public libraries



## On a typical day, SD's Public Libraries:

Welcome **11,002** visitors

Circulate **19,133** items

Answer **1,039** reference questions

Assist **3,693** online users

# SD Libraries'

**19%** have Friends of the Library groups

a group of people who support the library through fundraising, volunteering, communication and advocacy activities

**32%** are accredited to SD Library Standards

a voluntary self-evaluation tool, developed by the South Dakota State Library, to encourage ongoing development of quality library service

**29%** have certified Library Directors

a voluntary program, developed by the South Dakota State Library, to recognize library directors & staff who regularly update their knowledge and skills

**10%** have Library Foundations

an institution that is supported by endowments to ensure that money is used toward library purposes

## In South Dakota there are:

- 111 libraries
- 35 branches
- 5 bookmobiles



## These libraries have:

**615 staff**



**954 volunteers**



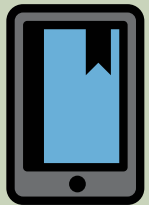
SD's libraries are  
open an average of  
  
**40 hours a week**

# main essentials

SD residents used these services in their local library...	worth this much...	this many times...	a valued total of...
Adult books borrowed	\$17	2,773,049	\$47,141,833
Children's & teen books borrowed	12	1,978,002	23,736,024
Magazines borrowed	5	92,356	461,780
e-books and audiobooks downloaded	15	467,007	7,005,105
Other nonprint borrowed	10	1,673,138	16,731,380
Interlibrary loan requests	30	27,260	817,800
Adult programs/ classes attended	8	24,888	199,104
Young Adult programs/ classes attended	6	13,562	81,372
Children's programs/ classes attended	4	226,842	907,368
Computer use (per hour): Internet, office applications, etc.	12	673,914	8,086,968
Reference questions asked	7	379,263	2,654,841
Estimated value of the primary services public libraries provided South Dakotans in FY2013			\$107,823,575

# services for

## A year's subscription of:



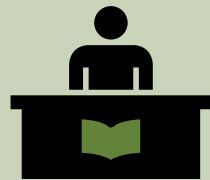
Amazon  
Kindle  
Unlimited  
**\$120**



Netflix  
Streaming  
Video  
**\$96**

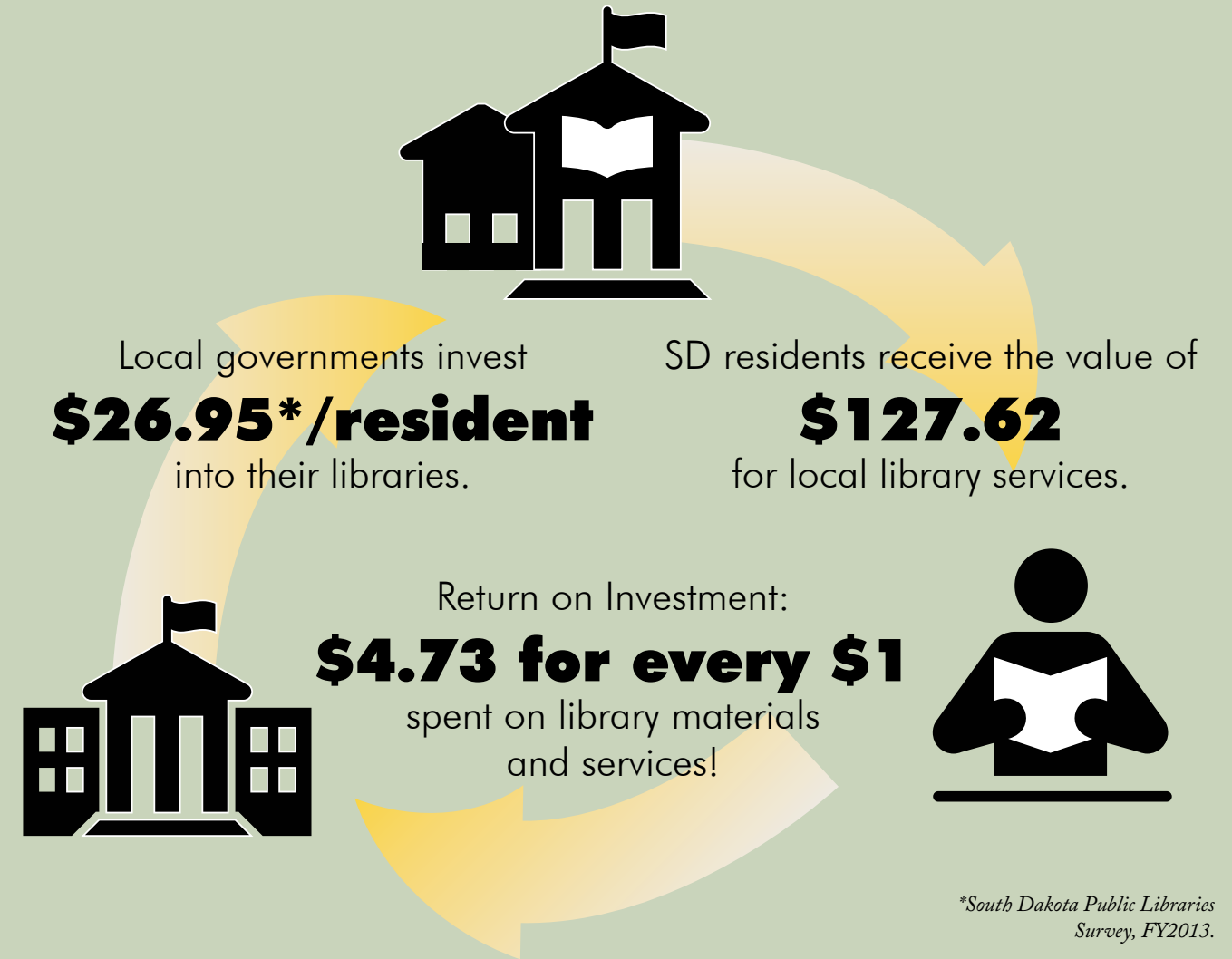


Audible  
Audio  
Books  
**\$180**



Your Local  
Library—  
Unlimited  
**\$27\***

*\*Average per capita revenue for  
South Dakota residents as reported on  
SD Public Libraries Survey, FY2013.*



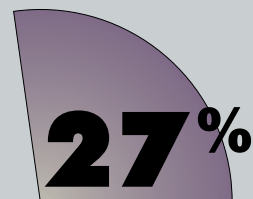
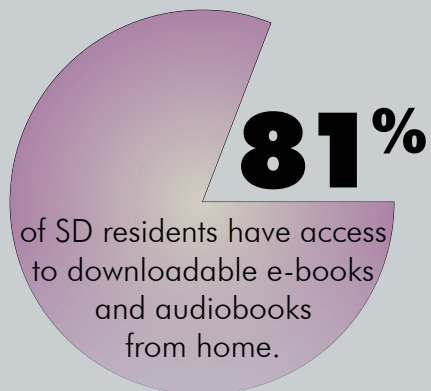
# the community



*Print books, e-books, audiobooks,  
music, magazines, movies  
and more!*

# something

There are more than  
**3 million items**  
for patrons in  
SD public libraries.



of collections from SD libraries  
are accessible online  
(includes research databases).

Libraries in South Dakota  
Titles to Go consortium share  
access to 10,107 e-books and  
2,451 audiobooks.

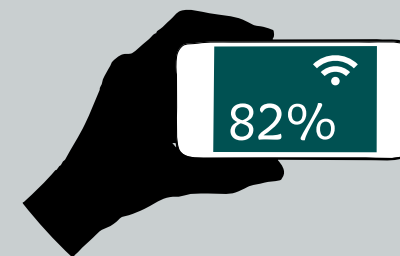
## A great value!!

South Dakotans spent  
\$26.95 per resident  
on public libraries  
(the cost of a hardcover book).

At this price, South Dakotans  
can use their local library to  
work, study, visit, relax,  
be entertained, play,  
access Internet, research,  
catch up on the news,  
and much more!

*\*South Dakota Public Libraries  
Survey, FY2013.*

## WiFi access



82% of public libraries provide free  
WiFi access, and you don't have to buy a  
cheeseburger or a cup of coffee!

## computers



South Dakota's public libraries offer  
1,093 computer workstations and  
laptops for their patrons. Public access  
workstations have productivity hardware  
and software for word processing and  
other activities. Visitors spent 700,000  
hours on library computers!

## A great place to...

### Work

- comfortable work spaces
- Internet access
- online databases
- reference books

### Relax

- attend a program
- read the newspaper
- meet up with friends and family
- bring home a movie



# for everyone



Madison Public Library

# a great place

In 2013

**185 programs**

for children and young adults  
available weekly.

Library programs have

**increased 75%**

in the last decade!

**265,292 people**

found entertainment and  
information at public library  
hosted programs.



The more they read, the better  
they read. The better they read,  
the more they comprehend. The  
better they comprehend, the  
better they achieve. Libraries  
provide books for all—the haves  
and the have-nots.\*

*\*Paige Jaeger, School Library Services,  
[http://nassauboces.org/cms/lib5/NY18000988/Centricity/Domain/31/liaison\\_meetings/2013-2014/NOV%20-Fall%20In/Library%20Advocacy%20NOV%202013.pdf](http://nassauboces.org/cms/lib5/NY18000988/Centricity/Domain/31/liaison_meetings/2013-2014/NOV%20-Fall%20In/Library%20Advocacy%20NOV%202013.pdf), 2013.*



## Homework help

is provided to students by  
knowledgeable library staff.

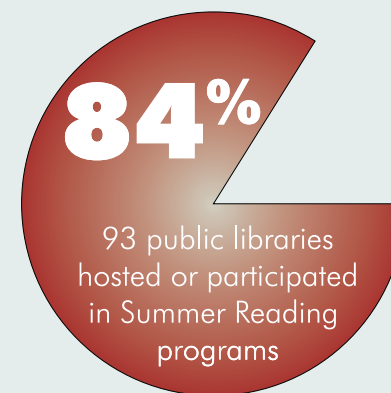
In 2013

**2 million**

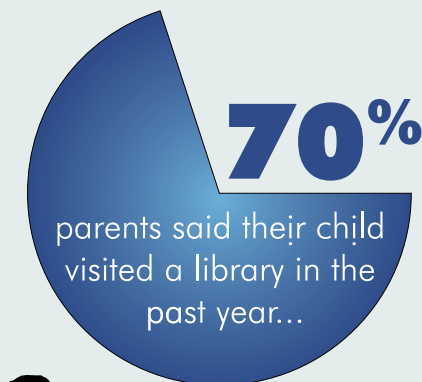
children's & teen books were  
circulated in South Dakota's  
public libraries.

Libraries provide a safe place  
**for our children.**

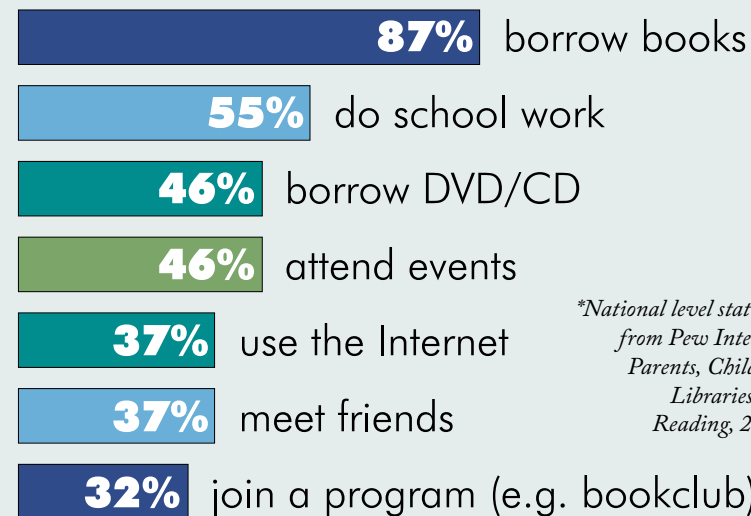
## Year-Round Reading PROGRAM PARTICIPATION



**2014** Attendance: 86,365  
**2013** Attendees: 69,141



## What do kids do in US libraries?



*\*National level statistics  
from Pew Internet:  
Parents, Children,  
Libraries and  
Reading, 2013.*



# for the family!



# Institute '14



Public Library Institute, coordinated by the State Library, is a four-year continuing education program for public librarians, support staff and trustees of small public libraries. Institute is a voluntary program for South Dakota public librarians who do not hold a degree in library studies. Students meet for a week in June to attend classes on a South Dakota college campus and take additional classes online between summers that are led by State Library development staff and guest presenters. Students who attend all four years will study the areas of administration, governance, collection development, reference, young adult and children's services. Graduates of the program



earn a certificate in Public Library Management.

In summer 2014, 26 students attended Library Institute. Five students graduated from the four year program: Jackie

Aspelin, Sully Area Library, Onida; Rhonda Hardina, Britton Public Library; Diane Althoff, Gregory Public Library; Stacy Kvale, Bison Public Library; Kathy Connell, South Dakota State Library.

This year's studies focused on children's services and programming. Students learned about teaching and training on early childhood literacy resources, Common Core information, STEM resources, Lego Play, policies, and much more. Institute librarians took what they learned back to their communities to share with patrons and the local school librarians.



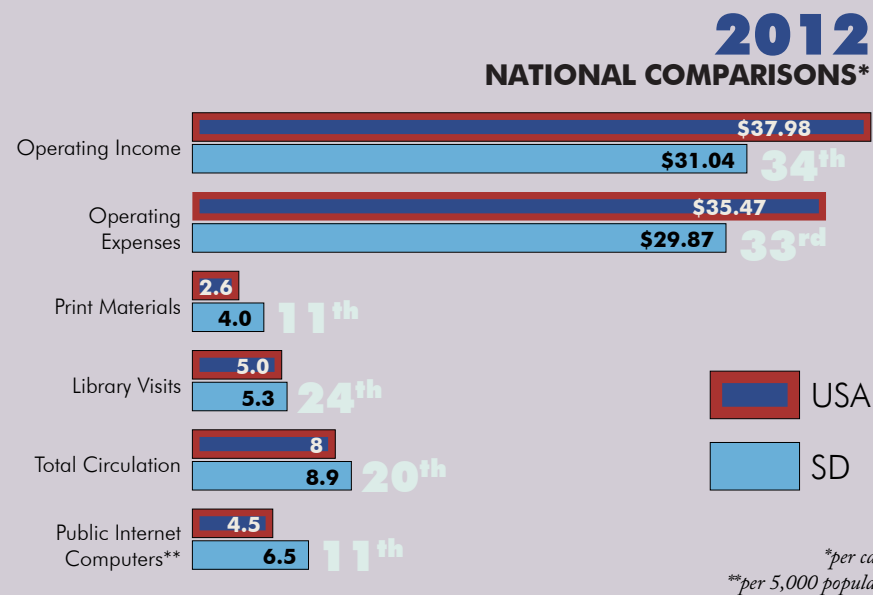
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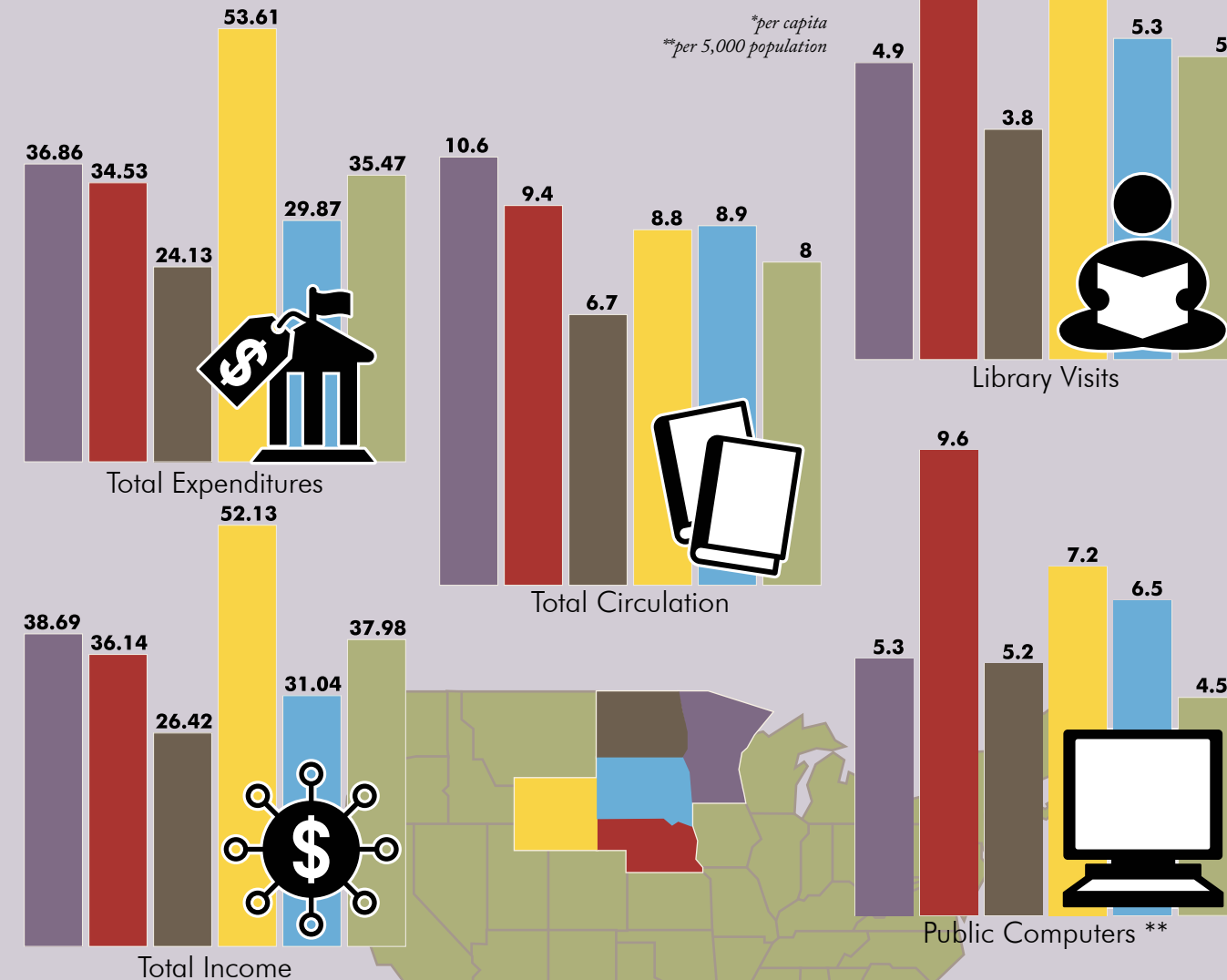
# children's programming



# SD Libraries



## 2012 National Comparisons\*



*Institute of Museum and Library Services,  
Public Libraries Survey,  
FY2012.*

measure up



*Thank you for supporting your local public library!*

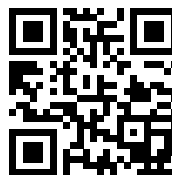
The information contained in this digest reflects the activity of 111 main libraries, 35 branch libraries, and 5 bookmobiles providing service in South Dakota.

State data comprises information collected and submitted via the 2014 Public Libraries Survey for public libraries' fiscal year completed December 31, 2013.

*Printed 750 copies at \$1.87  
per copy on recycled paper.*



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2014 Data Digest bonus content!*